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# Communicating with players, members and the community

Bringing your golf course to life

# **Communications Support**



- Materials which will help players, members and the community understand the project, it's benefits and the work which the club is undertaking
- Log on to: <a href="http://www.greencast.co.uk/uk/environment/operation-pollinator-publicity-resources">http://www.greencast.co.uk/uk/environment/operation-pollinator-publicity-resources</a>
- Download licence agreement to allow use of the Operation Pollinator logo (free)
- Sign and return agreement to Syngenta (Bees of Europe Poster available for use in the club house)





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ANDRENA FULVA (F) 



ANDRENA FLAVIPES (F) 





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HYLAEUS SIGNATUS (F) 





ANTHIDIUM MANICATUM @ 



XYLOCOPA VIOLACEA (F)

### THE OPERATION POLLINATOR GUIDE TO THE BEES OF GREAT BRITAIN AND IRELAND



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Instigated by Syngenta and based on research and practical experience on over a decade of investment in R&D, Operation Pollinator trains Course Managers across Great Britain and Ireland to establish pollen and nectar-rich habitats. Golf courses are ideal for establishing pollen and nectar-rich habitats as they are generally stable environments with

To find out more about Operation Pollinator and any of the topics discussed here, please go to: www.operationpollinator.com/qolf

Wild bees are an essential part of the natural ecosystem for the pollination of food crops and wild plants, and to maintain biodiversity

### There are over 250 species of bees in Great Britain and Ireland, only one of these is the Honeybee Apis mellifera

- Many bee species have seriously declined in Great Britain and Ireland and some species are on the verge of extinction
- Golf courses provide outstanding potential to create essential nesting habitat and food resources for a wide range of native bees and other pollinating insects

There are currently 28 genera contained within over 250 species of bees in Great Britain and Ireland. Only one species is the Honeybee Apis mellifera, 26 species are bumblebees - from the well known genus Bombus - and the remainder

> Solitary bees can be broadly divided into two main groups: mining bees and cavity nesters A few can be social. Some construct their own nests from materials such as mud, resin and pebbles, attaching them to various structures.

are often described as 'Solitary bees'.

This is the only bee species in Europe that makes honey, and is the only species which is used for commercial honey production. and pollination. Most colonies are managed by man, but honeybees may also exist as a wild species over much of Europe.

Bumblebees are social bees and are related to honeybees. Both use a similar method for collecting pollen. Bumblebees make nests on the ground or in cavities above or below und, often in vole or mouse nests.

### ground, in banks or cliffs, Andrena is the largest genus with over 60 species, Lasioglossum has

over 30 species; many are important crop pollinators. These bees nest in various cavities, including snall shells, or excavate nests in dead wood. soft rocks, masonry or soil. The largest family is Megachilidae, which includes mason and leafcutter bees. They all use mud,

petals or leaves (chewed or cut pieces), or

are used commercially for pollination.

Mining bees excavate nests individually or in

loase colonies, in various soil types on the

Over 20% of solitary bees in Great Britain and Ireland are cuckoo bees. There are also cuckoo bumblebees. As their name suggests, these take over the nests of other bees. They do not collect pollen but can pollinate flowers when foraging fo



spent collecting, and thus transferring, pollen

over Therefore, workers spend much of their

time foraging for nectar to meet adult energy

irements, rather than collecting pollen to

feed larvae. With 'solitary' bees, it is completely the opposite. A female looks after her brood on her own. This brood can number over 20. larvae during her adult life. This means she spends much more time collecting pollen for her larvae than an individual worker honeybee

makes them very efficient at pollination.

ers for different reasons Adult honeybees outnumber larvae many times





es and their role as pollinators Different bee species transport pollen in different ways Many insects transfer pollen between the

reproductive parts of flowers of the same species – a process known as pollination. foneybees and social bumblebees collect polleg on a shiny hairless patch on their Most insects, however, only visit flowers for nectar. Bees, solitary bees in particular, nind leg surrounded by strong hairs, called the pollen basket or corbiculum. To make are usually far more efficient at pollination than other insects and there are a number the dry pollen stick to the hairless patch, they mix the pollen with nectar, which of reasons why. Female bees visit flowers for stops the wet pollen being rubbed from nectar to be used as energy for both adult. the pollen basket onto the next flower. and larvae, and for pollen, which provides protein, mostly for larval food. Bees also Most 'solitary' bees collect dry pollen on ve branched hairs on the body, to which the pollen grains attach through electrostation forces. This, combined with the extra time

specialised areas of hairs on the hind leg or beneath the abdomen, called the scopa. The dry pollen stays attached to the bee in transit, but is easily brushed off when it visits other flowers.

It is widely assumed that honeybees are the only viable pollinators. They can be transported in large numbers and are therefore currently used for commercial pollination. Scientific research suggests, however, that solitary bees can be more efficient at pollination than honeybees.

























### Materials available



- Presentation to use with committees, members and the community
- Press release template for local PR
- Literature
- Logo
- Photographs
- Poster



# Publicity ideas for golf clubs



- Announce involvement in local newspapers and regional TV (use the Press Release template)
- Report sightings of rare bumblebees or other insects
- Nominate a Club Member as an Operation Pollinator champion to report successes
- Post information and updates on management and observations on notice boards and the club website
- Erect display boards on project plans and what to look out for in key areas
- Invite the golf club youth section or local schools to get involved with management and monitoring
- Get involved with local environmental groups to engage in monitoring
- Encourage the Club Secretary to use Operation Pollinator involvement as a hook to attract new members
- Submit photographs of attractive features and insects activity to local newspapers and TV alongside PR
- Engage with club members by using Operation Pollinator as a springboard for ecological initiatives

### **Useful Contacts**



- www.operationpollinator.com/golf
- www.greencast.co.uk/uk/environment/operation-pollinatorpublicity-resources
- www.everris.co.uk
- Bob Taylor STRI
- Simon Watson Syngenta
- Emorsgate Seeds <u>www.wildseed.co.uk</u> 01553 829028
- The above details will be emailed to you after the workshop.